



October 8, 1997

G. H. MOULTON
Key Account Manager

6500 Jericho Turnpike, Suite 207
Commack, NY 11725
516-499-0254
Fax 516-499-0572
Voice Mail 800-757-8255
Ext. 46958

To: 1210 ROU
(For All Reps With Merit Oil, New York Division)

Subject: *Merit Oil - Salem Box*
(ID# 0358 00 00)

The week of November 3rd, one carton of each style of Salem Box will be shipped to all Merit locations in the New York division.

When Salem B1G1F product is available, 2 sku's will be shipped to all stores, with a Suction Cup Display, from Consolidated Simon.

Merit Oil Station personnel will place the Suction Cup Display and B1G1F product in the window. The display will remain for a one month period. When B1G1F product sells down, regular product will be placed in the display.

If you have any questions, please contact me.

Sincerely,

George H. Moulton

GHM/pk

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forwarded & mailed to ROU 10/9

51857 9389

"We work for smokers."